

Fashion Calendar 1948

6-7-48

JANUARY

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DECEMBER

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 4, 1948</u>			
Now Showing- June 15	FALL FASHIONS BY FLORIDA DESIGNER Afternoon dresses for Fall, designed especially for larger women, will be presented by Margaret Newman. Contact: Mr. Stern, PE. 6-5700.	MARGARET NEWMAN	HOTEL McALPIN ROOM 1590
Saturday June 5 11:00 A.M.	TEEN AGE FASHION SHOW Gimbels will present another in their series of Saturday informal teen-age fashion shows at 11:00 A.M., with Tex Beneke as guest star. Open to public. Publicity: Terry Mayer, LO. 5-1500.	GIMBEL BROTHERS	5TH FLOOR TEEN WORLD

WEEK BEGINNING MONDAY, JUNE 7, 1948

Monday June 7 4:00 P.M. Cocktails	FALL "ANNIVERSARY" COLLECTION Eta celebrates her twenty-fifth year as a designer, with a showing of her Fall "Anniversary" collection. Show at 4:45 P.M. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ETA	HOTEL PLAZA GRAND BALLROOM
Monday June 7 4:00 P.M. Cocktails	PREVIEW OF NEW TOILETRIES LINE Universal Laboratories is introducing its new toiletries line "Beauty In The Morning", to the press and trade. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	UNIVERSAL LABORATORIES	RITZ CARLTON HOTEL CRYSTAL GARDEN
Beginning Monday June 7	OPENING OF FALL COLLECTION Oleg Cassini and Julius Dardick will present their Fall collection of "dawn to dark" clothes. For press and trade by appointment. Contact: Jane Waldenburgh, Hickory Associates, MU. 7-9274.	CASSINI-DARDICK, LTD.	16 EAST 55TH STREET SALON

FASHION ORIGINATORS' GUILD OF AMERICA FALL LINES STILL TO OPEN

Monday June 7	<u>MONDAY, JUNE 7</u>	MARTIN SIMON, INC.	498-7TH AVE. LA. 4-2877
	<u>TUESDAY, JUNE 8</u>	FOX-BROWNIE, INC.	498-7TH AVE. LO. 5-4115
		SUZANNE-AUGUSTINE, INC.	1 WEST 47 ST. PL. 7-3465
	Contact: Leonard Gendler, Executive Secretary, CH. 4-6945.		

JUNIOR DRESS CREATORS GUILD OF NEW YORK, INC. FALL LINES STILL TO OPEN

Monday June 7	<u>MONDAY, JUNE 7</u>	ARKAY JUNIOR FROCKS, INC.	498-7TH AVE. LO. 5-2626
		MARGOT DRESSES, INC.	498-7TH AVE. LO. 5-2626
	Contact individual manufacturers.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 7	DRESSES AND COATS DESIGNED IN PARIS Fall showing of the Dominique "Cradle to Campus" dresses and coats for infants through teenagers, designed in Paris by Rene Mola and manufactured in New York for American distribution by: <u>Conchita Goenaga</u> (N. Y. Repr. Helen Dudley Mohr), 1350 Broadway Room 2403 - Infants' Dresses <u>Juvenile Coats</u> , 1333 Broadway - Infants' Coats <u>The Cogswell Corp.</u> , 71 West 35th St. - 3 to 6; 7 to 14 dresses <u>Mode Kiddie</u> , 520 Eighth Avenue - 3 to 6; 7 to 14 coats <u>Caradele</u> , 387 Fourth Avenue - teen dresses <u>Hugo Rudinger</u> , 520 Eighth Avenue - teen coats	DOMINIQUE OF PARIS	INDIVIDUAL MANU- FACTURERS' SHOWROOMS
	Press and trade invited. For appointment, contact Hilda Kassell, PL.9-2917.		
Monday June 7- June 12	SECOND ANNUAL TEXTILE EXPOSITION There will be a three-day textile symposium, "Fabric Futures," on June 8, 9 and 10, from 2:30 P.M. to 4:30 P.M., auditorium on the mezzanine. Forum director: Elaine E. Kramer. <u>Tues., June 8, Fashion Panel:</u> "Fashion Direction in Fabrics." Chairman: Esther Lyman, Merchandise Editor, Harper's Bazaar. Speakers: Jeanne Pierre of A. D. Juilliard & Co.; Adele Benjamin of Foreman Fabrics Corp.; Hope Skillman, Skillmill, Inc.; Helen Merryman, Milliken Fabrics; D.D. & Leslie Tillett; Pauline P. Alper, Wesley Simpson; Janet C. Taylor, Saks 5th Ave.; Michelle Murphy, Brooklyn Museum; Vera Maxwell; Henry F. Stehli. Film to be shown: "Story of Milliken Woolens." <u>Wed., June 8, Yarn & Textile Development Panel:</u> "New Twists in Textiles". Chairman: John F. Hagen, Callaway Mills. Speakers: Dr. Joseph H. Brandt, Bates Mfg. Co.; Arthur G. Corkery, Bonin Spinning Mills; Carl C. Mattman, Textron, Inc.; Dr. L. L. Larson, DuPont & Co.; Arthur Wachter, American Viscose; Ephraim Freedman, Macy's N.Y. Film to be shown, courtesy American Cyanimid Co.: "It's All In the Finish." <u>Thurs., June 10, Merchandising Promotion Panel:</u> "Merchandising Fabric Futures." Chairman: Herman Chopak, Pres. of Textile Distributors' Institute. Speakers: Mrs. Elsie Murphy, S. Stroock & Co.; W.J. Fullerton, Dan River Cotton Mills; William C. Chace, Greenwood Mills; Herman Goodman, Hego Fabrics; Milton Rubin, American Silk Mills; Vincent Draddy, David Crystal; Arthur Brin, Simplicity Patterns; Theodore Felner, Macy's N. Y. For press and trade only. Write or phone for Forum Tickets: International Exposition of Textiles, 36 West 47th Street, WA. 9-8068.	INT'L EXPOSITION OF TEXTILES	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Monday June 7- June 13	SECOND ANNUAL FASHION FAIR The second annual edition of the Fashion Fair. There will be a two-hour fashion show, presented four times daily. Fashion presentation produced and staged by Leon Leonidoff, Radio City Music Hall director. Theme: "Alice In Fashionland-Through the New Look-ing Glass Into '48." All models by Grace Downs. Price of tickets: \$2.40. Publicity: Billie Gould, Hotel McAlpin, Suite 720, PE. 6-5700.	LEADER ENTERPRISES, INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
Tuesday June 8 9:30 A.M. Breakfast	PRESS SHOWING OF FALL COLLECTION Varden Petites and Casuals will present their Fall line to the press. Showing at 9:50 A.M. By invitation only. Trade showings, beginning Tuesday, June 8, at 1:00 P.M. and 4:00 P.M. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	VARDEN PETITES AND CASUALS	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 8 10:30 A.M.	OPENING OF FALL COLLECTION Maria Krum will present her Fall collection of trotteurs and afternoon and dinner costumes on Tuesday, June 8. Showings daily thereafter at 10:30 A.M. and 2:30 P.M. (Press showing on June 15 at 4:00 P.M., see page 6.) Contact: Helen Wall, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Tuesday June 8 10:30 A.M.	SHOWING OF CASUAL AND DATE DRESSES Opening of the Fall collection of casual and date dresses designed by Grace Arcuri. Showing at 10:30 A.M. on June 8; daily thereafter at 10:30 A.M. and 2:30 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	GRACEMAKERS	1410 BROADWAY 20TH FLOOR
Beginning Tuesday June 8 10:30 A.M.	SHOWING OF FALL LINE Harry Keiser will present his Fall collection of dinner, evening and bridesmaids' dresses, designed by DeeDee Jarrette. Contact: WI. 7-1042.	HARRY KEISER	525 SEVENTH AVENUE SHOWROOM
Tuesday June 8 12:30 P.M. Luncheon	ELEVENTH ANNUAL GRADUATION LUNCHEON Speaker: Edward L. Bernays, public relations counsel. Certificates will be awarded to 101 graduates, and the Mehitabel award will be presented for the fourth time to an outstanding alumna. By invitation only. School contact: Mrs. Helen Newman, PL. 3-0773. Publ.: Dora Miller, LO. 3-4285.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 8 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW Anson-Jones will present their one-price fashions in Summer cottons for town and casual wear. Press by invitation. Public by reservation; contact Mr. Ray, VO. 5-5400. Anson-Jones Publicity: Mrs. Pennington, PL. 9-3506. Chatham Hotel Publicity: Suzanne Jordan, VO. 5-5400.	ANSON-JONES	CHATHAM HOTEL CHATHAM WALK
Tuesday June 8 2:30 P.M.	PRESENTATION OF FALL COLLECTION Anna Miller will present her Fall collection to the press and trade in her showroom. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ANNA MILLER	498 SEVENTH AVENUE 17TH FLOOR
Tuesday June 8 3:30 P.M.- 5:30 P.M.	LEAP YEAR FASHIONS: "FOR MEN ONLY" Presentation of "Leap Year Fashion Show" for the benefit of the Heart Fund, with fashions by: Ceil Chapman, Frances Sider, Vera Maxwell, Carolyn Schnurer, Mildred Orrick, Mimi Pierce, Florence Lustig. Scarfs by Baar & Beards; bags by Bienen Davis; shoes by Capezio; jewelry by Nat Koslow; furs by Leo Spain. Commentator: Maggi McNellis. Price of tickets: \$5.00, available at Hutton's. Publicity: Diana Green, CI. 6-3358.	N.Y. HEART FUND ASSOCIATION	HUTTON'S RESTAURANT 490 LEXINGTON AVE.
Tuesday June 8 4:00 P.M.	DRAMATIC SHOWING OF FALL COLLECTION Sam Friedlander's premiere for the press of his "Fashion Showplace of the Nation", a new and dramatic way of showing his Fall collection designed by Moyer--presented in the first theatre for fashion on Seventh Avenue, just built in Mr. Friedlander's showroom. All lighting by Feder. By invitation only. Showings for the trade, by invitation, from June 9 to June 11 at 4:00 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 8 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW OF FALL COMPACTS An advance showing of Fall styles and ideas in compacts by Volupte. Press by invitation. Publicity: Anita Pine, Hirshon-Garfield, PL. 7-6300.	VOLUPTÉ INC.	RITZ CARLTON HOTEL CRYSTAL GARDEN
Tuesday June 8 4:45 P.M. Cocktails	FASHION SHOWING OF FALL DRESSES Presentation of Mayflower's Fall dresses..."Dresses for the Gal Who Dresses To Get Ahead". By invitation only. Contact: Maxine Joyce, LA. 4-8841.	MAYFLOWER DRESS CO., INC.	RAINBOW ROOM ROCKEFELLER CENTER
Tuesday June 8 4:45 P.M. Cocktails	SHOWING OF FALL DRESSES FOR JUNIORS Fashion Show to preview Nan Scott dresses for Autumn--designed for the junior size girl who knows that, "wherever she's going, He Might Be There". By invitation only. Contact: Maxine Joyce, LA. 4-8841.	NAN SCOTT JUNIORS	RAINBOW ROOM ROCKEFELLER CENTER
Tuesday June 8 5:00 P.M. Cocktails	SHOWING OF FALL AND WINTER COLLECTION Kiviette will present a showing of her Fall and Winter collection. Strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	KIVIETTE GOWNS, INC. (15 WEST 47TH ST.)	RITZ CARLTON HOTEL BALLROOM
Beginning Tuesday June 8	OPENING OF FALL COLLECTION Presentation of a new group of afternoon, dinner and evening gowns, designed by Gothe, "For a Gay Whirl." Showing on Tuesday, June 8, at 1:30 P.M.; thereafter at 10:30 A.M. and 1:00 P.M. Contact: Ruth Farrell, Jack Goehring Co., CH. 4-7658.	DAVID GOTTLIEB	530 SEVENTH AVENUE SHOWROOM
Tuesday June 8- June 22	SILVER JUBILEE FASHION CAREER EXHIBIT Twenty-fifth Annual Exhibition of the work of Traphagen students -- a fashion career exhibit covering all the various branches of fashion and demonstrating techniques of costume design and illustration, water color, pen and ink and wash, as well as draping, patternmaking and clothing construction. Open to the public. Contract: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Wednesday June 9 10:30 A.M.	OPENING OF FALL COLLECTION Monte-Sano & Pruzan will present their Fall collection of coats and suits at 10:30 A.M. on Wednesday June 9; Thursday, June 10; Friday, June 11; Tuesday, June 15. By appointment only. Contact: BR. 9-8663.	MONTE-SANO & PRUZAN, LTD.	21 WEST 46TH STREET SHOWROOM
Wednesday June 9 3:00 P.M.	PRESS SHOWING OF FALL COLLECTION Preview of Mildred O'Quinn's Fall and Winter collection for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MILDRED O'QUINN	18 EAST 57TH STREET SALON
Postponed June 9	THE LIP-STAE PRESENTATION PARTY ORIGINALLY SCHEDULED FOR WEDNESDAY, JUNE 9, AT 4:00 P.M., HAS BEEN POSTPONED TO TUESDAY, JUNE 22, FROM 4:00 P.M. to 6:30 P.M. (SEE PAGE 8)		
Wednesday June 9 4:00 P.M.- 7:00 P.M. Cocktails	EIGHTH ANNUAL NATIONAL SEWING CONTEST Eight national prize winning and thirty other outstanding garments from 45 major U. S. cities will be modeled. Attendance by invitation only. Contact: Grace Turner, Win Nathanson Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 9 5:00 P.M. Cocktails	PRESS SHOWING OF FALL DRESSES Raymond Marinelli will present his opening promenade of "1948 Fall Forecast Fashions" for daytime, cocktail and evening wear. Attendance by invitation only. Daily showings thereafter, by appointment only at 37 West 47th St. Contact: Miss Hilda, PL. 7-2177.	RAYMOND MARINELLI (37 WEST 47TH STREET)	RITZ CARLTON HOTEL GRAND BALLROOM
Cancelled June 10	MAXIMILIAN'S PRESS PREVIEW OF FUR SILHOUETTES ORIGINALLY SCHEDULED FOR THURSDAY, JUNE 10 AT 9:30 A.M. BREAKFAST, HAS BEEN CANCELLED.		
Thursday June 10 11:00 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION Presentation of Trigere's Fall collection at 11:00 A.M. and 2:30 P.M. on Thursday, June 10; Friday, June 11; Monday, June 14; Tuesday, June 15. (Please note change of dates from previous announcement). These will be the only showings of Trigere's Fall collection. For appointment, contact Robert Trigere, PL. 3-6778.	TRIGERE	29 WEST 57TH STREET SHOWROOM
Thursday June 10 12:00 Noon Luncheon	FALL-WINTER PREVIEW "AMERICAN KNIT" GLOVES Public Relations Luncheon and Fall-Winter Preview of "American Knit" Gloves & Mittens, launching Back-to-School and College promotions and advance plans for the Third National American Knit Glove Week in November. Six speakers, representing trade and consumer publications, colleges, women's clubs and stores will speak on "Wool for Warmth" and extending the Selling Season for Wools. By invitation only. Publicity: Claire A. Wolff, LO. 4-7230.	ASSOCIATION OF KNITTED GLOVE & MITTEN MFRS.	HOTEL PENNSYLVANIA GEORGIAN ROOM
Thursday June 10 2:30 P.M.; 4:30 P.M.	CAPE COD FASHIONS AT GRAND CENTRAL STATION Filene's of Boston will present a showing of Summer fashions on the Balcony of Grand Central Station to highlight the Cape Cod exhibit which will be open for about six weeks. Helena Rubinstein ballerinas will depict the latest exercises from her N. Y. Salon, including special summer routines inspired by her summer preparations, "Sun Twins," "Liquid Sunshine" and "Sun Tint." Rubinstein publicity: Amy Blaisdell, EL. 5-2100. Filene publicity: Stacy Holmes, Filene's, Boston.	FILENE'S, BOSTON; HELENA RUBINSTEIN	GRAND CENTRAL STATION BALCONY
Thursday June 10 3:30 P.M.- 6:00 P.M.	PRESS PREVIEW OF FLEXEES FALL LINE "The Four Leaf Clover Line" -- advance showing of the Flexees Fall line including Flexees, Corsees, Flexaire and Slimpac. Attendance by invitation only. Contact: Milton Holz, MU. 9-2100.	FLEXEES CORSET CO.	417 FIFTH AVENUE SHOWROOM
Thursday June 10 5:00 P.M.- 8:00 P.M. Cocktails	ADVANCE FALL SHOWING OF BLOUSE COLLECTION Rojay will present their Fall collection of blouses and matching skirts to buyers and the press. The collection will also include the Coty perfume-inspired "Morning, Noon and Night" blouses. Attendance by invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	ROJAY BLOUSE AND SPORTSWEAR CO.	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Thursday June 10	SHOWING OF FALL COLLECTION Ceil Chapman will present her Fall collection daily at 10:30 A.M. and 2:30 P.M. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday June 10	OPENING OF FALL BELT COLLECTION Couturier belt collection, many Paris-inspired, featuring leather and dressy fabrics. Contact: Ann R. Silver Associates, MU. 7-8654.	SLOTE & KLEIN, INC.	16 EAST 34TH STREET 17TH FLOOR
Monday June 14- June 18	FALL CORSET AND BRASSIERE SHOWING The official Fall market week for the corset and brassiere industry and their fifth collective showing. Contact: Corset & Brassiere Exhibitors' Guild, 220 Fifth Ave., MU. 3-1593.	CORSET & BRASSIERE EXHIBITORS' GUILD INC.	HOTEL McALPIN
Monday June 14	FALL HANDBAG OPENING BY THE MEMBERS OF THE NATIONAL AUTHORITY FOR THE LADIES' HANDBAG INDUSTRY. Contact: MU. 3-6969.		
June 14	FLAG DAY (Monday).		
Monday June 14 10:00 A.M. Breakfast	PRESS SHOWING: FALL BRASSIERE LINE Peter Pan Foundations, Inc. (312 Fifth Ave.) will show the new Fall line of Merry-Go-Round Brassieres at breakfast. As a special feature, new Fall fashions from leading designers will be shown to illustrate the Peter Pan theory of bras designed to complement the fashion. Attendance by invitation. Publicity: Ruth Hammer Associates, EL. 5-6043.	MERRY-GO-ROUND BRASSIERES	PETER PAN FOUNDA- TIONS, 312 FIFTH
Tuesday June 15- June 17 9:00 A.M.- 6:00 P.M.	EXHIBITION OF FALL RAINWEAR Fall lines of men's, women's and children's rainwear and display of allied industries. Door prize of 1948 Plymouth sedan. Open to buyers. Publicity: Renee Isaacs, Jack Berman Co., MU. 9-1546.	NATIONAL RAINWEAR MANUFACTURERS ASSN.	HOTEL NEW YORKER
Beginning Tuesday June 15 10:30 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION Dorine Liebert will show her original Fall collection of "Chezelles" for home and evening wear. By appointment. Contact: Jane Waldenburgh, Hickory Associates, MU. 7-9274.	DORINE LIEBERT	15 EAST 53RD STREET SALON
Tuesday June 15 11:00 A.M. Snack	SUMMER AND FALL MILLINERY SHOWING Frank Brady will show his custom-made late Summer and Fall millinery at the opening of his new studio on MacDougal Street. (Take 5th Avenue bus; or 6th Avenue subway to W. 4th St., south exit.) By invitation only. Contact: GR. 7-2236.	FRANK BRADY, INC.	107 MacDOUGAL ST. STUDIO
Tuesday June 15 3:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Renel Ltd. will introduce a Fall collection of ready-to-wear in the custom tradition at a cocktail party for the press. Attendance by in- vitation. Contact: Dorothy R. Reindal, MU. 6-1525.	RENEL LTD.	751 MADISON AVENUE SHOWROOM
Tuesday June 15 4:00 P.M. Tea	PRESS SHOWING OF FALL COLLECTION Maria Krum will present her Fall collection to the press at a tea. Attendance by invitation only. Publicity: Helen Wall, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 15 5:00 P.M.- 8:00 P.M. Cocktails	RECEPTION AT NEW OFFICES Miss Jacqueline Cochran, President, and Mr. William M. Holmes, Chairman of the Board of Jacqueline Cochran, Inc., will receive the press and trade at their newly furnished offices. Attendance by invitation only. Publicity: Leonore Buehler, PL. 7-2880.	JACQUELINE COCHRAN, INC.	630 FIFTH AVENUE ROOM 3570
Wednesday June 16 9:30 A.M. Breakfast	"FALL PLUMAGE" MILLINERY SHOW Elliot Dushane will show his Fall and Winter millinery at breakfast on June 16. Showing promptly at 10:00 A.M. Press by invitation. For reservations contact: Miss Feitsen, PL. 8-0143. L'Aiglon publicity: Donna Cannon, MU. 8-2170.	ELLIOT DUSHANE (6 EAST 56TH STREET)	L'AIGLON RESTAURANT EMPRESS ROOM
Beginning Wednesday June 16 4:00 P.M.- 5:00 P.M.	GLORIA SWANSON TELEVISION HOUR Presentation of a weekly television show with Gloria Swanson. The program will be divided into four sections: High Fashion Trends; Glamour on a Budget; Chef's Holiday; and Beauty Salon. Directed by Dick Rose. Coordinator, Kay Bardsley. Contact: Station WPIX, MU. 2-1234.	STATION WPIX	TELEVISION STATION OF THE DAILY NEWS
Wednesday June 16 6:00 P.M. Cocktails	OPENING OF NEW WHOLESALE FUR DEP'T A collection of Gunther fur originals to be sold exclusively to one store in a city, will be presented at the opening of their new wholesale fur department. Attendance by invitation. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE
Wednesday June 16 7:15 P.M. Dinner Dance	FASHION SHOWING OF FALL RAINWEAR Presentation of Fall rainwear for men, women and children by the National Rainwear Manufacturers' Association at a dinner for buyers and press. Winners of rainwear advertising and display contests will be announced. Attendance strictly by invitation. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	NATIONAL RAINWEAR MANUFACTURERS' ASSN	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 17 3:30 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Brewster will present a showing of their new Fall millinery to the press. Attendance by invitation only. Publicity: Rita Hennessy, MU. 5-8275.	BREWSTER HAT CO.	411 FIFTH AVENUE (AT 37TH STREET)
June 20	FATHER'S DAY (Sunday)		
Monday June 21 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by Russeks during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Monday June 21 4:00 P.M. Cocktails	PRESS PREVIEW BY SCHWARTZ & BLUESTEIN Haute couture in Precious Furs--presenting Fredrica's newest and most stimulating Fall and Winter collection. Attendance by invitation only. Showings for the trade beginning Tuesday, June 22, at 10:00 A.M. and 2:00 P.M. Contact: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 21	OPENING OF FALL JEWELRY LINE Opening of Fall line of fashion jewelry by the world's largest manufacturer, from back-to-school novelties to evening and dress jewels, including tailored gold, silver, stone set and rhinestone. Coro's famous pearls will be shown in the new specially designed "Pearl Room." By appointment only. Contact: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET THIRD FLOOR
Tuesday June 22 4:00 P.M.- 6:30 P.M. Cocktails	PRESENTATION PARTY FOR INVENTOR "God's Gift to Men 1948"--a cocktail party at the Kiss Room of El Borracho, where presentation of award will be given to inventor of Lip-Stae by distinguished group of men. (Originally scheduled for Wednesday, June 9) Attendance by invitation only. Publicity: Elizabeth Fenton, Abbott Kimball, PL. 3-9600.	LIP-STAE	EL BORRACHO 51 EAST 55TH STREET
Monday June 28 4:00 P.M. Tea	PRESS PREVIEW OF FALL MILLINERY Presentation of Lenesta's Fall millinery collection to the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON
Tuesday June 29 10:00 A.M. Breakfast	MILLINERY SHOWING FOR THE PRESS Sally Victor will present her Fall and Winter millinery collection to the press during breakfast. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SHOWROOM
Tuesday June 29 11:30 A.M.	PRESS PREVIEW OF FUR COLLECTION Esther Dorothy will present a press preview of her Fall and Winter couture fashions. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	HOTEL PIERRE SUITE 3
Wednesday June 30 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Irene of New York will present her Fall millinery collection to the press at a breakfast. Show at 10:30 A.M. By invitation only. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday June 30 4:00 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING: NEW FALL POWDER CASES Private preview for the press of the new Fall collection of Wadsworth Powder Cases. Attendance by invitation only. Publicity: Billi Rubin, The Wesley Associates, MU. 6-7077.	THE WADSWORTH WATCH CASE COMPANY	WALDORF ASTORIA PERROQUET SUITE
July 4	INDEPENDENCE DAY (Sunday).		
July 5	LEGAL HOLIDAY (Monday), TO CELEBRATE INDEPENDENCE DAY.		
Tuesday July 6 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Press preview of Emme's Fall millinery collection at a luncheon show. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	L'AIGLON RESTAURANT EMPRESS ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 6 4:00 P.M. Cocktails	MILLINERY SHOWING AT NEW SALON Presentation of Mary Goodfellow's Fall millinery collection at the opening of her new salon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday July 7 12:00 Noon Luncheon	PRESS SHOWING OF FALL MILLINERY Madame Pauline will show her Fall collection of millinery to the press at a picnic luncheon in her salon. Showing at 12:30 P.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU.9-5420.	MADAME PAULINE	8 EAST 53RD STREET SALON
Wednesday July 7 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Braagaard will present his Fall and Winter millinery collection to the press. Showing at 4:30 P.M. Attendance by invitation only. Publicity: Burton Pell, PL. 3-0353.	BRAAGAARD	17 WEST 57TH STREET SALON
Wednesday July 7 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF FALL FASHION JEWELRY The House of Heller will present its annual fashion show featuring an unusual and completely new Fall collection of La Tausca simulated pearls and also a new line of fashion jewelry. Showing promptly at 5:30 P.M. Commentary by Faith Keane. Attendance by invitation only. Publicity: Ruth Lerner, MU. 3-2485.	THE HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
Thursday July 8 11:00 A.M.	FALL SHOWING OF MILLINERY COLLECTION Fall millinery collection by Walter Florell will be presented to the press. Attendance by invitation only. Contact: Viola Sanders, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday July 8 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Showing of Laddie Northridge's Fall and Winter hat collection at his salon for the New York press and buyers. Strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Monday July 12 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Florence Reichman will present her Fall and Winter millinery fashions to the press. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Tuesday July 13 7:00 P.M. Dinner	MILLINERY FASHION SHOW AND DINNER Fall millinery fashion presentation by the Millinery Stabilization Commission and Millinery Fashion Bureau, the semi-annual industry showing for buyers, retailers, and the fashion press. Reservations: Dinner and show, \$16.50 (including tax); Mezzanine, show only, \$8.50 (including tax). Show at 8:30 P.M. (Exhibitors will be announced later.) For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LO. 4-2244.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM

MUSIC...MOVIES...THEATRES...TELEVISION...MUSEUMS

Friday
June 4
8:00 P.M.

TELEVISION FASHIONS ON PARADE

STATION WABD, DU MONT

Title of this week's television show: "The Truth About Women."

Fashions by the following: Samuel Chapman gowns; David Crystal; Duchess Royal; National Hosiery; Marvella pearls; Herbert Bentley millinery; Pfeiffer-Newman furs; James Scali, tailors. Narrator: Adelaide Hawley. Publicity: Jane Barton, Television on Parade, Inc., 551 Fifth Avenue, MU. 2-2973.

Wednesday
June 9

PREMIERE: "GREEN GRASS OF WYOMING" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Twentieth Century Fox technicolor filming of Mary O'Hara's story dealing with life on a Western ranch and continuing the story of the horse Thunderhead. Cast includes: Peggy Cummins, Charles Coburn, Robert Arthur, Burl Ives. Producer: Robert Bassler. Director: Louis King. Costumes: Renee Hubert. Publicity: Jeannette Sawyer, CO. 5-3320.

Thursday
June 10

PREMIERE: "THE EMPEROR WALTZ" (Movie) RADIO CITY MUSIC HALL, 6TH & 50TH. Paramount Pictures bring Bing Crosby and Joan Fontaine together in a colorful love story set in Vienna in 1901, in which an American phonograph salesman wins a Hungarian countess with the aid of the Emperor Franz Josef. Cast includes Roland Culver, Lucille Watson, Richard Haydn. Produced by Charles Brackett; directed by Billy Wilder. Turn-of-the-century costumes by Edith Head. Publicity: Rex Taylor, BR. 9-8700.

Thursday
June 10

PREMIERE: "BAD SISTER" (Movie) WINTER GARDEN THEATRE, B'WAY & 51ST ST. Universal-International will release J. Arthur Rank's dramatic film starring Margaret Lockwood, Dennis Price, Jean Greenwood, Ian Hunter. The story of a wayward girl who is regenerated through the understanding of a matron of a reformatory. Producer: Harold Huth. Director: Bernard Knowles. Make-up: Sylvia Croft. Publicity: Al Horwits, PL. 9-8000.

Friday
June 11

PREMIERE: "WALLFLOWER" (Movie) STRAND THEATRE, B'WAY & 47TH STREET. Warner Brothers picture based on the play by Reginald Denham and Mary Orr, a story of the tribulations of an ugly duckling who becomes a swan and wins her man. Cast includes Robert Hutton, Joyce Reynolds, Janis Paige. Producer: Alex Gottlieb. Director: Frederick de Cordova. Costumes: Lead Rhodes. Publicity: Eve Siegel, CI. 6-1000.

Beginning
Monday
June 14

STADIUM CONCERT PERFORMANCES, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE. The thirty-first season of Stadium Concerts will begin Monday, June 14, for eight weeks of five concerts weekly, during which great artists of the instrumental, vocal and dance worlds will be starred.
Monday, June 14: Erica Morini, violinist, playing Tchaikovsky Concerto; Fritz Reiner conducting New York Philharmonic-Symphony, Wagner and Brahms.
Tuesday, June 15: Fritz Reiner conducting all-orchestral program.
Wednesday, June 16: Stell Anderson, pianist, playing Grieg Concerto; Fritz Reiner conducting.
Thursday, June 17: Rose Bampton, soprano, and Set Svanholm, heroic tenor, in all-Wagner program; Fritz Reiner conducting.
Saturday, June 19: Hazel Scott, pianist, playing Beethoven First Piano Concerto and a group of her own specialties; Walter Hendl conducting. Admission (tax included): Unreserved seats, 30¢-60¢-\$1.40; Reserved seats, \$2.00; Table for eight (reserved), \$24.00. Publicity: Margaret Hartigan, RE. 7-3603.